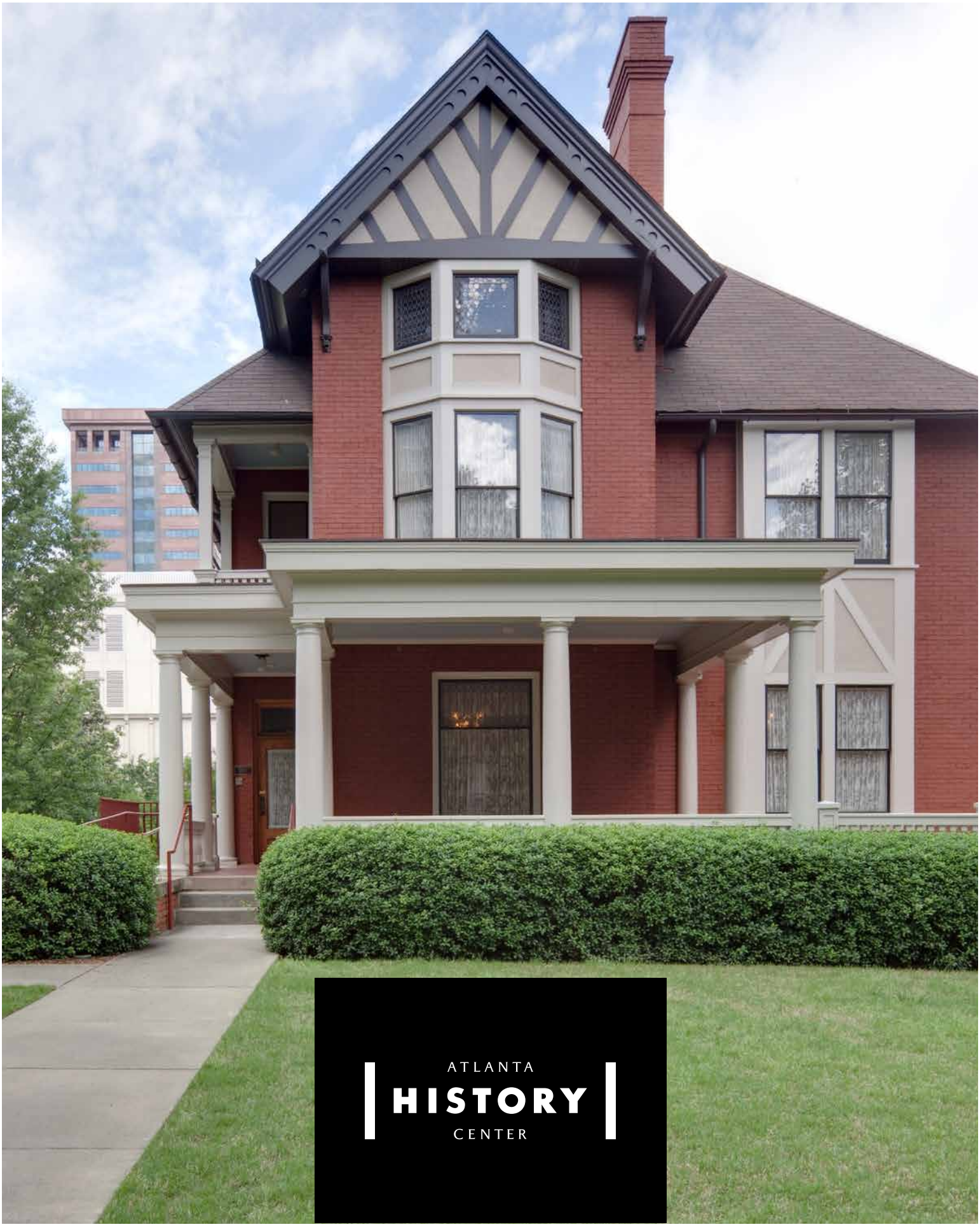
Atlanta History Center Midtown

MARGARET MITCHELL HOUSE





Margaret Mitchell House & Lawns

Discover picturesque ambiance among the trees and high rises of this unique urban setting. The three–story Tudor revival home contains four intimate parlor rooms and one event room on two floors with covered porches and balconies, and is surrounded by manicured lawns.

This venue is perfect for small weddings, rehearsal dinners, non-profit, and corporate events. The lawn is great for a backyard barbecue in the middle of the city!





Atlanta History Center Midtown

The Atlanta History Center boasts two unique and eclectic campuses.

Located in Buckhead, the main campus sits on 33 acres and features historic houses, gardens, event spaces, award-winning exhibitions and is home to the iconic Swan House.

The Midtown campus is centrally located at the corner of Peachtree Street and 10th Street. It is the birthplace of Gone with the Wind. Listed on the National Register for Historic Sites, the Atlanta History Center Midtown includes the apartment in which Margaret Mitchell penned her famous novel, a lawn perfect for outdoor events, and a banquet hall historically named Commercial Row from when it was in the middle of a bustling shopping district.

Contact

404.814.2076
PrivateEvents@AtlantaHistoryCenter.com
AtlantaHistoryCenter.com

atlantahistorycenter.com



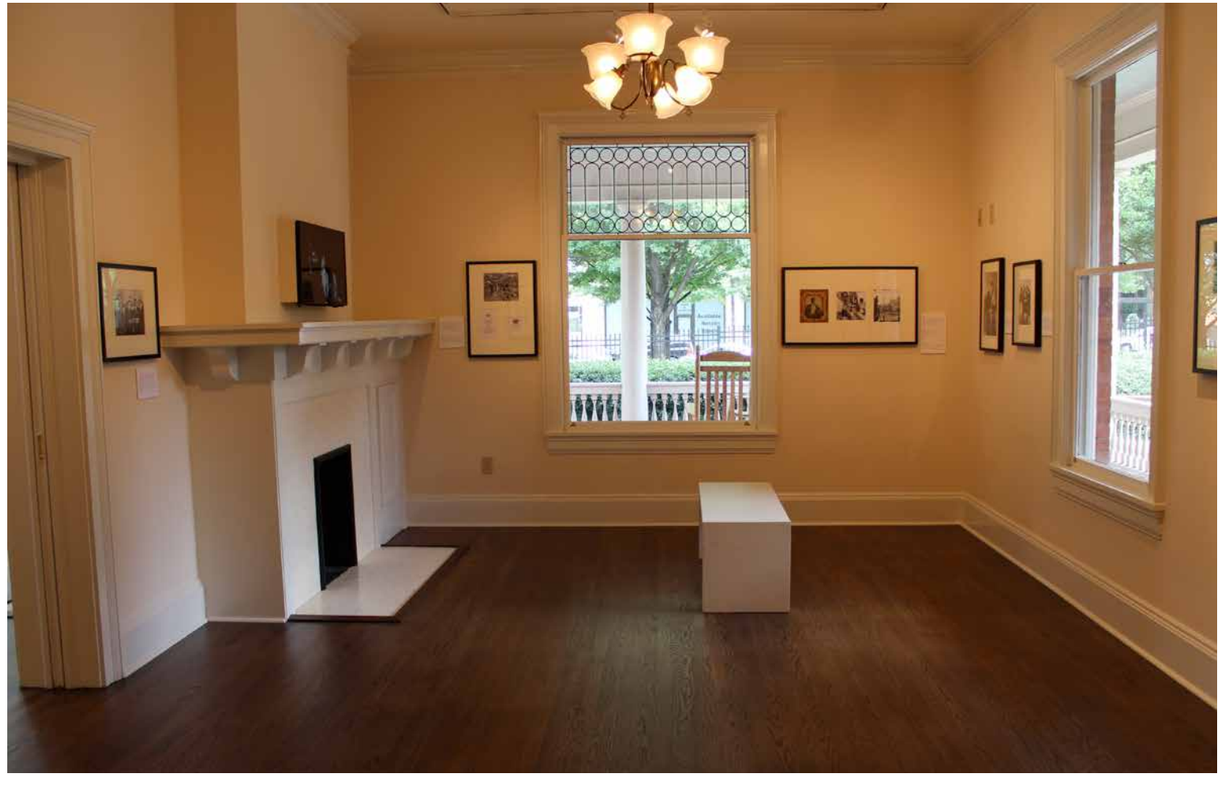


Commercial Row

Commercial Row, a historic retail building, is a large venue featuring floor–to–ceiling windows with an open loft feel and exposed ceiling beams. This room can be transformed to fit even the most creative themes and will accommodate between 50–150 guests depending on the style of the event. Don't let the name misguide you, your event here will be anything but commercial.

Apartment & Exhibitions

Please ask your salesperson about the latest exhibitions on display.



Venue Pricing

DAYTIME RENTAL | COMMERCIAL ROW
$2,500
9:00am–5:00pm

EVENING RENTAL | COMMERCIAL ROW, PEACHTREE PARLORS, & LAWN
$4,000 Saturday
$3,500 Sunday–Friday
8 hours (including setup and cleanup time)

FURNITURE INCLUDED
125 banquet chairs (interior use only)
100 natural wood folding chairs (outdoor use only)
7 six-foots, 7 eight-foots, 3 four-foots, 8 high boys, and 14 forty-eight inch rounds
Commerical Row: Podium, adjustable 8' x 12' stage, and microphones

— Time includes setup and cleanup
— Additional fees apply for events requiring hours outside the times listed above.
— One block from MARTA train station; parking decks nearby.
— Outdoor lighting may be desired for evening rentals, limited power is available.
— Tents are allowed. Atlanta Party Rentals is our exclusive tent company.

Parking

There is limited parking at the Atlanta History Center Midtown. We share a parking lot with other businesses and can only accomodate about ten vehicles. There is local street parking available and we are one block from the Midtown MARTA station. Most clients arrange for guest parking at one of the following parking garages:

Lanier Parking Solutions
999 Peachtree Street Northeast
404.885.7319

National Parking Solutions
930 Juniper Street
678.365.4030

Capacity

VENUE	STANDING RECEPTION	SEATED DINNER	SEATED WITH DANCE FLOOR	THEATRE STYLE
Commercial Row	150	120	80	150
Peachtree Parlors	50	42		
Upper Lawn	160	120	80	
Lower Lawn	130	90	50	

THE DETAILS

Beverage Overview

The Atlanta Historical Society, Inc., retains a liquor license, and by law must provide any liquor, beer, and/or wine served. Alcohol may not be brought onsite.

- The History Center will not serve alcoholic beverages to any guest who is under the legal drinking age, or anyone who appears to be intoxicated. A government issued ID may be requested from any guest ordering alcohol. Clients are expected to assist management in behavior control of guests.
- Beverage service is billed for based on age whether or not someone drinks alcohol due to pregnancy, religious purposes, personal preference, etc.
- A maximum of two drinks may be ordered per guest at a time. Shots are not allowed.
- Maximum alcoholic beverage service is five hours.
- Donated beverages are not permitted.
- Atlanta History Center Midtown provides clear disposable plastic cups. Glassware must be rented.
- Beverage estimates are due twenty-three days before the event.
- There is a $4.00 per person fee for champagne toasts, passed beverages, or table wine service (staff not provided).
- If you are interested in drinks for the band, vendors (soft drinks or bottled water) or wedding party (beer, wine or non-alcohol) prior to the ceremony, they must be provided by the History Center. The client will be billed following the event based on consumption.
- A 15% service charge, an 18% gratuity, and applicable city and state taxes will be added to all beverage service.
- Special orders are not permitted.

Bartenders and Barbacks
Bar staff must be supplied by the History Center. Each bar staff is $225.00 for up to four hours of service. One bartender is required for every sixty people, barbacks will be scheduled as needed.

Credit Card Bar
Client pays only the cost of the bar staff. Bars accept credit cards only, no cash. In addition to bar staff, one cashier per one hundred guests is required. Cashiers are the same cost as bar staff. Credit card bar is not available for weddings or social events. Gratuity containers will be placed on the bars.

Host Bar — "By the Drink"
Client pays for the cost of beverages poured. Client will be billed for an estimate of $12.00 per person per hour prior to the event. The balance will be adjusted following the event based on actual consumption.

Host Bar — "By the Hour"
Client will be billed for the "By the Hour" estimate based on the Guest Count Minimum. The guest count may be increased but not decreased following that. The total is a fixed cost that will not fluctuate based on the amount your guests consume. All guests 21 and older will be billed this rate whether they can drink alcohol or not.

BY THE HOUR	2 HOURS	3 HOURS	4 HOURS
Full Bar	$31.50	$36.00	$41.00
Beer & Wine Bar	$26.50	$30.00	$34.00

Beverage Pricing

VENUE SELECT BRANDS	BY THE DRINK	CREDIT CARD Includes tax and service charge
Wine and Sparkling Wine	$32.00 (per bottle)	$10.50 (per glass)
Cocktail	$11.00	$12.50
Beer	$6.00	$7.50
Soft Drinks	$3.00	$3.00

- All bars include soft drinks, mixers, and garnishes.
- Soft Drinks: Coke, Diet Coke, Sprite, ginger ale, Dasani, and Perrier
- Mixers: cranberry juice, orange juice, grapefruit juice, club soda, tonic water, Angostura Bitters, grenadine, lime juice, margarita mix, simple syrup, sweet and sour mix, triple sec, and vermouth
- Garnishes: lemons, limes, oranges, maraschino cherries, and green olives

THE DETAILS

Approved Vendors

We highly recommend using one of our approved caterers who have a proven record of continuous, successful, full-service events here.

There is a $2,000 partnership fee to use a caterer/restaurant not on our list. We require them to team up with one of our approved caterers. The approved caterers who would manage all aspects of dining except the food, including but not limited to, glassware, flatware, plates, linen, servers, buffet setup, etc. The fee that the approved caterer would charge for these services may be around $60.00 per person. You then pay your caterer/restaurant for their chefs and food.

There are a few caterers not on our list that are permitted to offer full-service catering, that fee is $3,500. All companies must meet our catering requirements found in the Event Guidelines with documentation due 60 days prior to the event.

CATERERS

Affairs to Remember
Affairs.com
Saffold Barksdale
404.872.7859
Saffold@Affairs.com

Bold-Events.com
James Staples (corporate)
678.302.3221 JStaples@Bold-Events.com
Jaycee Lawrence (social/weddings)
678.302.3247 JLawrence@Bold-Events.com

Dennis Dean Catering
DennisDeanCatering.com
Adam Shoemaker
404.475.1002
Adam@DennisDeanCatering.com

Low Country Catering
LowCountryCatering.net
Mackenzie Gallagher
404.835.5345
Mackenzie@LowCountryCatering.net

Proof of the Pudding
ProofPudding.com
Ashley Patrick
404.892.2359 ext. 277
APatrick@ProofPudding.com

Soiree Catering and Events
SoireeCateringAtlanta.com
404.467.1699
Info@SoireeCateringAtlanta.com

AUDIO-VISUAL LIGHTING & PRODUCTION

Active Production and Design
ActiveProductionandDesign.com
Ever Clavel
404.977.9375
Ever@ActiveProductionAndDesign.com

EQUIPMENT & TENT RENTALS

(tables, chairs, staging)

Atlanta Party Rentals
AtlantaPartyRentals.com
404.425.9966
Kathy@AtlantaPartyRentals.com

Private Event Guidelines

The mission of the Atlanta History Center is to preserve and interpret Atlanta's history through its collections, educational programs, exhibitions, and research. We welcome the opportunity to expand our educational efforts by allowing use of the History Center for private events by individuals and groups (the Client). Such use must be consistent with the History Center's mission. Atlanta History Center cannot host political or controversial events, some sales events, and some religious events. The Client is responsible for making sure ALL their vendors are aware and agree to the Atlanta History Center Midtown Event Guidelines.

Events

- The interiors of historic houses are for viewing only. They are not available for events, photography, weather plan, holding room, etc.
- Beverages are allowed in the exhibits, food is not. Smoking and Vaping are prohibited in all buildings.
- Evening rentals must end at midnight, with the load out being completed by 2:00am or a fee of $500.00 per hour for each additional hour will be charged, as well as, for any setup beginning before 6:00am.
- There is a $175.00 per hour charge for extra set up hours prior to the start of the contracted rental period.
- The History Center is closed on major holidays, events are not held on these days: Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve, and New Year's Day.
- The History Center is not responsible for any items left, any lost or stolen equipment, or any other property belonging to the caterer, vendors, or client. We cannot guarantee that items left following the contracted load out time will not be accidentally taken, removed by the constant flow of vendors and contractors, or discarded.

Hold Policy and Payment Schedule

- We allow one date to be placed on a courtesy hold for up to two weeks after going on an in-person site tour.
- Should another client wish to contract the venue for the same date, the first client on hold must sign a contract and pay the rental fee in 48 hours to exclusively reserve the date. Otherwise the hold will be forfeited to the second client. Holds are a courtesy and do not guarantee the date is exclusively yours until a contract is signed by both parties. Dates on hold that are not booked with a signed contract may be relinquished for History Center events.
- The full non-refundable rental fee and signed contract are due within five business days of receiving the contract.
- All other charges, including but not limited to, beverage service, furniture, and additional setup are due 21 days prior to the event. Adjustments will be made following the event. Any additional payments are due within 30 days of the final invoice.
- A $500.00 deposit is due with the estimate prior to the event. The History Center will refund this to the Client after the event unless damage occurs as determined on a damage report. The Client is responsible for any damage caused by its guests and vendors. This includes but is not limited to: scratches to wall or floors, marks left on walls, stains or damage to the grounds from vehicles, vendors not taking trash, excessive debris, damage to gardens, etc.
- There is a $60.00 fee for a bounced check.

Final Floor Plan

- Final floor plan changes are due to the History Center three business days prior to the event.

Inclement Weather

- Outdoor events must include an indoor inclement weather plan.
- Final decisions on rain plans must be made 24 hours in advance of the set-up time.
- If there is lightning or unsafe weather conditions, all guests and staff outside or under a tent will need to go inside for their safety for 30 minutes, or until it is safe to go back outside.

Tents

- A fee of $2,000.00 is required to set up a tent on the lawn. This fee includes 12 additional hours that can be used for tent setup and breakdown. The Client is responsible for securing a tenting permit from the City of Atlanta.
- Tents must be rented from Atlanta Party Rentals. Lighting must come from Active Production & Design. Tents must be broken down and completely cleared by 2:00pm the day after the event.
- If the tent fee is not included in the original contract, the events department must approve setup and breakdown schedules 30 days prior to your event. We do not guarantee the day before or after for setup and breakdown, until the reservation is confirmed and this fee is paid.

Rental Equipment

- Rental equipment must be delivered the day of the event and picked up immediately following the event unless other arrangements have been pre-approved.
- All outdoor furniture including bars, must be rented.

Security

- Museum security is included in your rental. The History Center reserves the right to require or schedule off-duty police officers for your event. The Client is responsible for paying for these additional security needs.
- Weapons or illegal drugs of any kind are not permitted on property. If this is violated by any of your guests, the event will immediately be stopped!

Catering

The History Center reserves the right to refuse access to any caterer not on its approved list. All catering services must provide:

- Proof of workers' compensation for their employees.
- Business License & Certification by the Health Department.
- Certificate of Liability insurance in the amount of $1 million with the History Center named as additionally insured, Automotive Liability insurance of $1 million, and Umbrella insurance of $2 million.
- Signed Atlanta History Center Midtown Event Guidelines

The caterer must comply with the following rules:

- Caterer must check in with History Center Event Manager upon arrival and check out with them before leaving.
- Caterers need to provide their own trash receptacles and garbage bags. All trash must be removed from the premises as the History Center does not have an on-site dumpster for catering use.
- A commercial dishwasher is not available.
- Caterers must clean the kitchen, including wiping ovens, stoves, and floors, leaving it in the condition it was found.
- Food may be warmed in the kitchen but cooking and frying are not permitted. Deep frying is allowed outside only, away from the building.
- Sauté stations are not permitted in the Margaret Mitchell House.
- The History Center does not have any outside task lighting. It is the responsibility of the caterer to bring the necessary equipment to provide adequate lighting for its staff during outside events and breakdown.

Public Relations.

- The History Center does not publicize, display, or distribute any material relating to a rental event.
- Printed material relating to the event is subject to approval by the History Center.
- Keynote speakers must be approved in advance.

Decorations

- All decorations and signs must be freestanding. They cannot be hung on walls, from ceiling, from lights, from the outside of any buildings, nor stapled, tacked, or taped to any surface.
- All candle flames, including tapered candles, must be contained and be below the top of a glass container.
- Pyrotechnics, fireworks, sparklers, confetti, smoke bombs, or flares are not permitted inside or outside.
- Cold sparks, CO2 blasts/guns, dry ice, fog, or haze machines of any kind are not permitted inside. Our smoke detectors are extremely sensitive. If a DJ or band cause the smoke detectors go off, there is a $1,500 fine that is charged to the Client. The Client is responsible for making sure that any vendor they hire is aware of our guidelines.
- All items must be removed from the premises immediately following the event, unless otherwise pre-arranged.
- Touch-up painting of décor items is not permitted on our property. Building of décor items on-site must be pre-approved.
- Due to window film, nothing can be taped to the inside of glass doors.
- History Center fire exit signs must be visible with nothing, including drape, obstructing them.
- Tables, bars, furniture, etc. cannot block any fire exit.
- Clients will be responsible for the cost for any unusual cleaning requirements or damage: removing stains on carpets, scratches or gouges to floors, walls, or doors, etc.

Outdoor Events

- Due to the local noise ordinance, all outdoor events must stop at 10:30pm. Any horns part of a band must stop at 10:00pm. Noise ordinance does not apply to indoor events.
- Due to Mother Nature, we cannot guarantee the condition of the grass and plants. Grass may be brown or bare due to season, plant disease, event traffic, etc.
- Due to extreme heat and cold, outdoor receptions are only allowed March through June 15th and September 15th through November. For the safety of your guests and our staff, events where the expected temperature index (feels like temperature) is 50 degrees or lower or 90 degrees or higher, cocktails or receptions will need to be inside, and outdoor ceremonies are highly encouraged to move inside.
- For summer weddings, it is recommended the ceremony start at 6:00pm or later with the cocktail hour indoors for the comfort of your family and guests.
- For outdoor events, if additional lighting was not arranged for, guests will need to move inside 20 minutes past sunset.

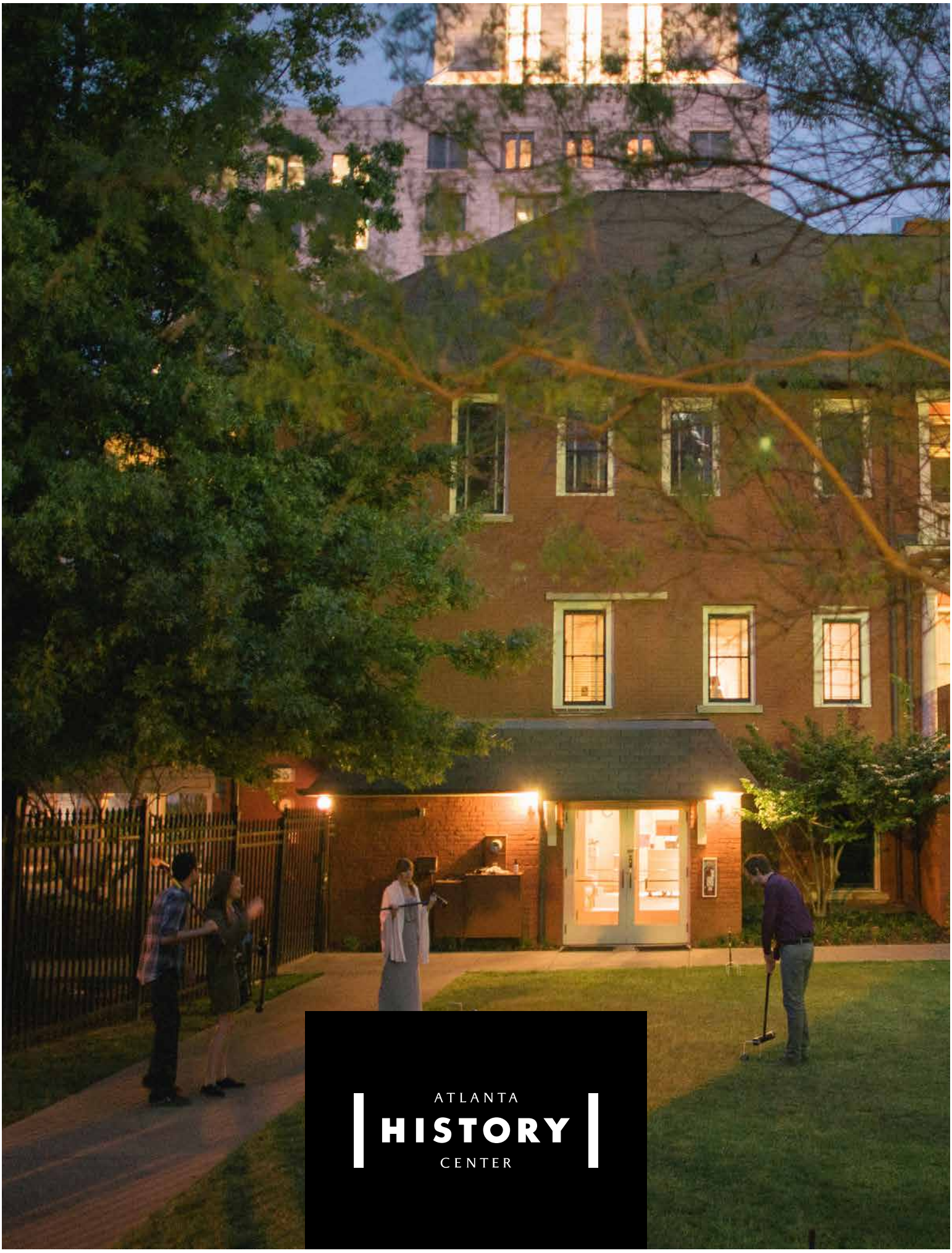
Vendors

- In an effort to protect our historic property and ensure seamless execution of your event, all vendors not on our vendor list must be approved by the Atlanta History Center before signing their contract.
- Vendors may only deliver and pick up items within the contracted hours for the event. Early arrival on property before contracted time or staying past load out time will result in an additional hourly rate billed to the client at $500.00 per hour.
- Breakdown must occur immediately after the event. All trash must be taken with, including boxes, floral, etc.
- Bands requiring alcohol in their green room, will not be permitted here.

Weddings

- Birdseed, grass seed, confetti, streamers, silk flower petals, glitter, salt, or rice are not allowed inside or outside. Biodegradable confetti is not allowed, the only exception is "Ecofetti" brand. www.ecofetti.com. Only bubbles, real flower petals, and Ecofetti may be used outside. Flower petals must be picked up.
- History Center staff members are not responsible for coordinating or directing the wedding rehearsal, ceremony, or reception. We require a wedding planner not related to the family, with a business license, and two assistants for all wedding ceremonies receptions. The planner cannot be a guest of the wedding.
- It is illegal for any member of the bridal party or anyone affiliated with the wedding to bring any alcohol onto our property. We are happy to arrange for beverages for the wedding party. Any alcohol found will be immediately confiscated and the History Center reserves the right to remove person or persons who bring alcohol on site. The client must inform their guests and vendors of this restriction.

UPDATED JULY 2023


ATLANTA
HISTORY
CENTER